

NAMIC announces the super heroes of its 2018 Excellence in Multicultural Marketing Awards

Award Entries Soar 28 Percent Year-Over-Year

NEW YORK, USA, September 24, 2018 /EINPresswire.com/ -- The [National Association for Multi-ethnicity in Communications](#) (NAMIC) today announced the winners of its [Excellence in Multicultural Marketing Awards](#) (EMMA). The competition recognizes excellence in marketing efforts designed to attract and retain culturally diverse audiences and customers among African American, Asian, Latinx, LGBTQ, disabilities communities and other market segments. This year's EMMA winners will be celebrated during the [32nd Annual NAMIC Conference](#) "Empower Leaders, Create Super Heroes" on October 16-17, 2018 at the New York Marriott Marquis.

"As communication leaders, it is important to be forward-thinking when connecting with multi-ethnic consumers," said Shana Bellot, client service director for StrawberryFrog, EMMA judge and NAMIC Multicultural Marketing Committee member. "NAMIC's EMMAs recognize those in the industry who develop marketing practices acknowledging the changing demographics driving our nation today. This year's winning campaigns underscore how targeted, diverse communication results in genuine consumer connections."

Recognizing the media and entertainment industry's commitment to implementing best practices, the Excellence in Multicultural Marketing Awards highlight creative, strategic and innovative multicultural marketing approaches. The NAMIC Multicultural Marketing Committee, a consortium of industry experts, provides guidance for the EMMA competition, which has two award categories: Integrated Marketing Campaigns and Marketing Tactics. Entries in each category were judged within four divisions: Media Content Creators and Distributors, Networks and Communications Suppliers, Brands and All Other Media.

A judging panel of independent industry experts evaluated entries, which were up 28% YOY, and selected winners based on an assessment of strategy, implementation and results. Deviating from the traditional "best of" competition method, each entry was judged against a standard of excellence and not against other entrants, resulting in the potential for zero to multiple winners in each category.





NAMIC's EMMAs recognize those in the industry who develop marketing practices acknowledging the changing demographics driving our nation today."

*Shana Bellot, EMMA judge
and NAMIC Multicultural
Marketing Committee
member*

The EMMAs is presented in partnership with Cablefax and the winners will be featured in the October 2018 edition of Cablefax: The Magazine. A complete listing of winners follows:

2018 EMMA WINNERS MEDIA CONTENT CREATORS AND DISTRIBUTORS

Integrated Marketing Campaigns

FIRST PLACE
Xfinity "Behind The Mask"
Company: Comcast
Agency: Burrell Communications

SECOND PLACE
Comcast Visions of King
Company: Comcast
Agency: Burrell Communications

THIRD PLACE
Xfinity - "Let's Do More"
Company: Comcast
Agency: GALLEGOS United

Marketing Tactics

Film/Video

FIRST PLACE
Spectrum World Cup Digital Videos
Company: Charter Communications
Agency: INFUSION by castells

Online Ads

FIRST PLACE
Fullhouse - T on the Stream
Company: Comcast
Agency: Burrell Communications

Experiential Marketing

FIRST PLACE
Comcast Visions of King
Company: Comcast
Agency: Burrell Communications

Premium

FIRST PLACE
Speak Volumes
Company: Comcast
Agency: Burrell Communications

Print

FIRST PLACE

Xfinity "Behind The Mask"

Company: Comcast

Agency: Burrell Communications

SECOND PLACE

Pride Comes in Many Stories

Company: Comcast

Agency: Burrell Communications

THIRD PLACE

Xfinity – "Family of Fans"

Company: Comcast

Agency: GALLEGOS United

Television

FIRST PLACE

Xfinity – "Lemonade"

Company: Comcast

Agency: GALLEGOS United

SECOND PLACE

Xfinity – "Passive Aggressive"

Company: Comcast

Agency: GALLEGOS United

THIRD PLACE

Spectrum - Piensa Más Allá/Think Forward

Company: Spectrum

Agency: We Believers

NETWORK AND COMMUNICATIONS SUPPLIERS

Integrated Marketing Campaigns

FIRST PLACE

THE CHI

Company: SHOWTIME

SECOND PLACE

Toyota & Latin American Music Awards '17

Company: NBCUniversal Hispanic Group

Agency: Conill Advertising

THIRD PLACE

When Love Kills – TV One

Company: TV One

Marketing Tactics

Content Marketing

FIRST PLACE

Becoming Pinoy: Amanda Bernardo
Company: GMA Network, Inc.
Agency: GMA International

SECOND PLACE

HBO POV Here and Now: The Craft Campaign
Company: HBO Multicultural Marketing

THIRD PLACE

The Last O.G. S1 Take 5 Pieces
Company: TBS
Agency: Stun

Film/Video

FIRST PLACE

Unsung Live - TV One
Company: TV One

SECOND PLACE

THE CHI - Rules of the South Side
Company: SHOWTIME

Mobile

FIRST PLACE

Telemundo's The Cheese on Musical.ly
Company: Telemundo

OTT/Streaming Services

FIRST PLACE

THE CHI Season 1 Sampling
Company: SHOWTIME

Podcasts

FIRST PLACE

Insecuritea Podcast
Company: HBO Multicultural Marketing

Social Media

FIRST PLACE

The Chi
Company: SHOWTIME

SECOND PLACE

#SikatKaKapuso
Company: GMA Network, Inc.
Agency: GMA International

THIRD PLACE

Served Like A Girl, Independent Lens
Company: ITVS

Direct Marketing

FIRST PLACE

THT Atlantic Broadband Launch Mailing
Company: International Media Distribution

Diversity Awareness

FIRST PLACE

The Last O.G. S1 Social Good
Company: TBS
Agency: Mirrorball; Cashmere; Pilot

Experiential Marketing

FIRST PLACE

The Last O.G. S1 Social Good
Company: TBS
Agency: Mirrorball; Cashmere; Pilot

SECOND PLACE

Drop the Mic S1 Universal CityWalk Event
Company: TBS
Agency: Cashmere

THIRD PLACE

Wild 'N Out Season 9: Live from the Barbershop
Company: MTV

Premium

FIRST PLACE

IMD Calendar: Cosmopolitan Confections
Company: International Media Distribution

Print

FIRST PLACE

The Chi
Company: SHOWTIME
Agency: Concept Arts, Gravillils

Television

FIRST PLACE

Hispanic Heritage Month
Company: BBC Studios
Agency: BBC Studios/El Ejemplar

SECOND PLACE
When Love Kills – TV One
Company: TV One

THIRD PLACE
Telemundo Juntos Imparables
Company: Telemundo
Agency: Red Bee

BRANDS

Integrated Marketing Campaigns

FIRST PLACE
Delta Air Lines & Aeromexico #EquipoNonStop
Company: H Code

SECOND PLACE
Can't Judge A Book
Company: McCann New York

THIRD PLACE
Odes to Recycling
Company: C+C

Marketing Tactics

Content Marketing

FIRST PLACE
Smart Choice
Company: AV Communications

Online Ads

FIRST PLACE
Amaze Yourself
Company: AV Communications

All Other Media

FIRST PLACE
Canada Dry 'Real Everyday Moments'
Company: Ethnicity Multicultural Marketing + Advertising

Experiential Marketing

FIRST PLACE
Royale Tiger Towel CNY Experiential
Company: Maple Diversity Communications

Print

FIRST PLACE
Amaze Yourself

Company: AV Communications

Radio

FIRST PLACE

Walmart – Vaisakhi

Company: Barrett and Welsh

SECOND PLACE

Walmart – Plan for the Year in Spring

Company: Barrett and Welsh

Television

FIRST PLACE

Nestlé Canada Quality Street Television

Company: Maple Diversity Communications

OTHER

Marketing Tactics

Social Media

FIRST PLACE

BW Multicultural Holiday Greetings

Company: Barrett and Welsh

As a Diversity Week anchor event, the 32nd Annual NAMIC Conference, “Empower Leaders, Create Super Heroes,” Oct. 16-17, at the New York Marriott Marquis, will illuminate multiculturalism by inviting professionals to POWER UP their skills, BLAST THROUGH barriers to creativity, and SOAR to new heights of knowledge and courage. Additional information, including speakers and agenda, and how to EXPERIENCE THE EXTRAORDINARY, is available at namic.com/conference.

Presenting Sponsor for the 32nd Annual NAMIC Conference is Comcast NBCUniversal with Conference Sponsors: A+E Networks, AMC Networks, ARRIS, Charter Communications, Cox, Discovery, HBO, Inspiration Network, NCTA, Nokia, Turner, TV One, Univision Communications Inc. and The Walter Kaitz Foundation.

Registration for the 32nd Annual NAMIC Conference is available by visiting namic.com/conference or by contacting NAMIC at 212-594-5985. Group registration discounts are also available for multiple attendees from the same company. For sponsorship inquiries contact Sandra Girado, vice president, events and partner relations at sandra.girado@namic.com.

For more information on NAMIC and the 32nd Annual NAMIC Conference, please visit www.namic.com. To stay connected, join the conversation on LinkedIn and follow us @NAMICNational using #NAMICNow18 on Facebook, Twitter, Instagram and YouTube.

ABOUT NAMIC

NAMIC (National Association for Multi-ethnicity in Communications) is the premier organization focusing on cultural diversity, equity and inclusion in the communications industry. More than 4,000 professionals belong to a network of 18 chapters nationwide. Through initiatives that target leadership development, advocacy and empowerment, NAMIC collaborates with industry

partners to grow and nurture a workforce that reflects the cultural richness of the populations served. Please visit www.namic.com for more information about NAMIC and its many opportunities.

#

PLEASE NOTE - MEDIA CREDENTIALS FOR THE 32ND ANNUAL NAMIC CONFERENCE:
Registration to apply for media credentials for the 32nd Annual NAMIC Conference "Empower Leaders, Create Superheroes," Oct. 16-17 at the New York Marriott Marquis is currently open. Interested and qualified media outlets must register via the following - <https://goo.gl/25hQTA> - no later than 5 p.m. ET on Thursday, Oct. 11.

Wanita Niehaus
NAMIC
202-643-2765
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2018 IPD Group, Inc. All Right Reserved.